



Create Community Connections

Matter by Mattering: Engaged Programming

Community

Any group of people with common interests or characteristics defined, for example, by place, tradition, intention, or spirit. (Based on a definition created by Alternate ROOTS)

Audience Development

A marketing strategy designed for immediate results (sales, donations, etc.).

Audience Engagement

A marketing strategy designed for deepening relationships with current stakeholders and expanding reach over time. Typically, “outreach” is an example of audience engagement.

Community Engagement

A mission strategy of building deep relationships between the arts and their communities for the purpose of achieving mutual benefit. It is accomplished by developing trust and understanding through which reach can be expanded. The arts and community are equal partners.

Yep, We Do That

Really?

Show me the motivation

- Do you understand one role of the arts to be addressing the needs and interests of communities around you?

Do you embrace this role?

Show me the efforts

- Do you have mechanisms in place to learn what the interests of communities around you are? (What are they?)
- In what ways has the work you do been altered (presentation of specific works or selection of works), affected by your understanding of your communities (not your assumptions about your communities)?

Show me the results

- What new sources of funding (individual and institutional) support you as a result of your community engagement work?
- How many new individuals (from previously under-served communities) are taking advantage of your services? (NOTE: This does not say “buying tickets.”)
- How frequently do communities (and community organizations) seek your assistance in addressing community concerns or supporting community celebrations?

Connect via Content: Programming

Connect as Community Citizen

Connect as Social Catalyst

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The Programming Timeline

- Existing works have already been selected without consideration of specific community interests
 - Presentation details have already been decided: *Contextualize*
 - Presentation details are still TBD: *Contextualize, staging, presentation*
 - Selected with community interests in mind
 - Works have not been selected but will be chosen from existing work with consideration of specific community interests
 - Work will be commissioned.
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Existing works already selected

Questions for Contextualization

- What was the motivation for the creation of the work? Are there any parallels with today that affect the community?
- What are the themes (if any) of the work?
- How has the work been used in history? Are there lessons from that for today?
- Is there anything about the creator of the work, its producers, or performers (where applicable) that resonates with the lives of people in the community?
- How does the work's genre relate to those that are more familiar to the community?

Presentation Options

- Venue
- Time
- Type: Traditional, sampler, flash

To select with community in mind

Questions for Communities

- What about your community makes you proud?
 - What is important to you about your community?
 - What do you wish were different/better about your community?
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What You Don't (or May Not) Know You Don't Know (Topics)

Cultural Humility
 The Understanding of Privilege
 Communities and Community Organizing
 Discussion of Difficult Issues

Conflict Resolution
 Self Knowledge
 Strategies for Engagement
 Learning Styles/Teaching Techniques
 Interdisciplinary Knowledge

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